

# Technical Development Based upon Corporate Philosophy



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Once I kept questioning myself about the meaning of the existence of enterprises in the society.

Typically, we focus our efforts in accordance with numerical targets such as orders received, production out put, sales and profit, and achieving these targets satisfies us.

However, it was difficult to answer questions such as, "For what purpose are these targets set?" "Should an enterprise be satisfied simply with achieving these targets?" "What is the purpose beyond these targets?"

I believe that the answer to such questions would reveal the meaning of the existence of an enterprise, and that the answer was "human beings."

Questions can be answered by asking other questions. To answer the questions that are commonly asked by people working in profit-making enterprises such as, "Why must profit be generated?" "Why must technology be developed?" "Why must victory be won in competition?" "Why must the enterprise continue?", we should ask questions such as, "What is the reason for something?" and "What is the purpose?" The answer to all of the above questions is human beings.

The answer is that such all activities must serve the happiness of humans. This is the answer to any question.

I read through more than 200 essays of Sanyo Denki employees in response to our contest two years ago. I read through these papers to evaluate what our employees think about corporate philosophy, and then raised the above questions to the members of the Sanyo Denki corporate philosophy committee and other employees.

The corporate philosophy of Sanyo Denki as put forward by the committee members that defines our basic direction impressed me

greatly. "This is the Sanyo Denki spirit in which I have trusted, and this the direction to follow."

We SANYO DENKI

make the dreams of people

come true

for the happiness of people

in cooperation with people.

In other words, the meaning of the existence of an enterprise is to serve humans, and all corporate activities must work toward this goal.

The direction for Sanyo Denki technology is clear: technology that enhances human happiness.

Since its inauguration, Sanyo Denki has been working in the fields of power generators, electric rotating components and driving devices, and we have used our accumulated technologies to successfully promote human happiness in the following fields.

1. Technology to protect the earth's environment
2. Technology to protect the health and safety of humans
3. Technology to use new energies and to conserve energy

When we develop a new technology, we can contribute to society by assessing whether the purpose of the technology conforms with these criteria. This must be the direction not only of product development, but also the development of our company itself.

The mission for Sanyo Denki's technology and the value of the philosophy behind it are indeed very high. We must work together to achieve them.

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